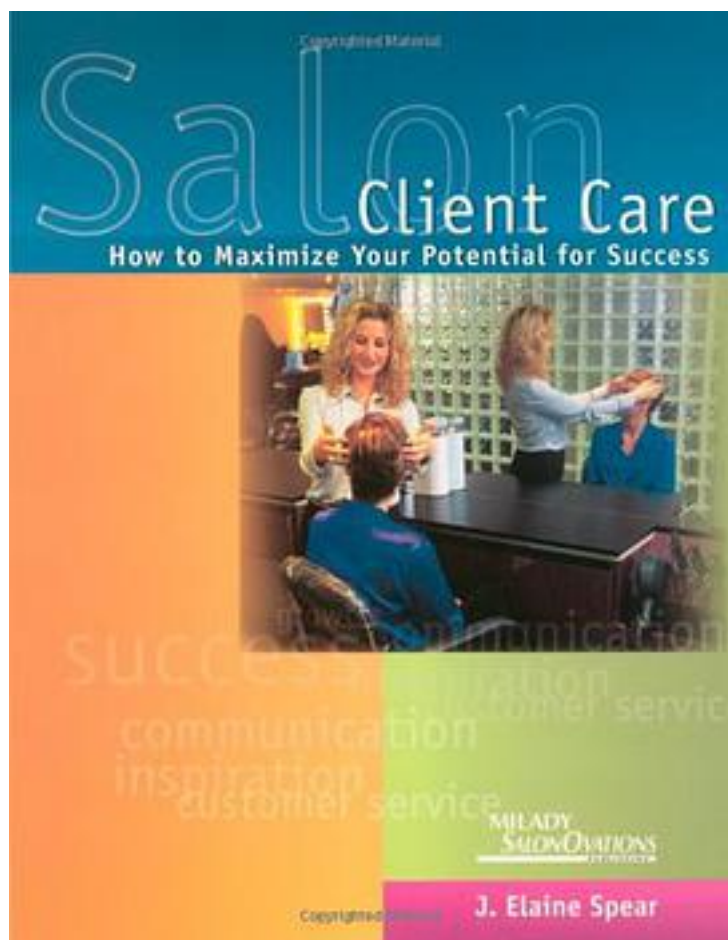


Salon Client Care



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著者:Spear, J.Elaine

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This new book is a comprehensive guide to customer service and client care for the salon industry. Readers learn how to build and retain a strong customer base, communicate effectively with clients, and generate an ideal salon ambiance. Complete

with statistics, tips on computer software for salon use, and suggestions for staff maintenance, this resource contains all of the essential information on how to operate a successful salon. Just some of what you will learn includes: -How to store and access key information about your clients -How to build your client base and keep them coming back -How to select the most valuable, easy-to-use software programs for salon marketing -How to smoothly and effectively implement change in your salon

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